

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter discusses some literature related to the study. Literature is needed to give theoretical explanation. The theories expressed in this chapter are perception, types of perception, factors that influence perception, Business English and level of Business English.

#### **2.1.Perception**

In this part of perception, the researcher wants to elaborate the definition of perception, types of perception and factor that influence perception.

##### **2.1.1 Definition**

Perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment (Robbins and Judge, 2013). Moreover, Roediger as cited in Apriani (2009) states that perception is the interpretation of the sensory information related to the brain from the receptor organs such as the eyes, ears, nose, mouth, skin to produce an organized image of the environment.

Another expert says that perception is the process of organizing and interpreting incoming sensory data to develop an awareness of surroundings and self (Davidoff, 1987). Then, Rakhmat (2002) states that perception is process of summarizing information and interpreting instruction about object or event. Walgito (1990) adds that perception is an organization and interpretation process to

the stimulus that accepted by individual, so that the individual able to realize what he sees, what he hears, etc.

By having some definitions of perception above, it can be concluded that perception is process of interpreting information received from human receptor organs or instruction about object and event in order to create meaning to the environment.

The stimulus accepted by individual, so that the individual able to realize what he sees, what he hears.

### **2.1.2 Types of Perception**

There are two types of perception which is the result of interaction between person and object (Irwanto, 2002). They are negative and positive perceptions both are explained in the following description;

#### **1. Positive Perception**

Positive perception is perception that describes all of information, knowledge (known or unknown) positively. In addition, positive perception is positive interpretations that involve human evaluating something around them. In this case, if someone has positive perception, he will accept and support the object that is perceived.

#### **2. Negative Perception**

Negative perception is perception that describes information (known/unknown) negatively or not suitable with the object that is perceived. In other words, negative perception is negative interpretations that involve human evaluating something around them. In this case, if someone has negative perception, he will refuse and refute any efforts received.

Thus, positive or negative perception will always affect person to do an action. Moreover, positive perception or the negative perception depends on how person describe any knowledge of an object that is perceived.

### **2.1.3 Dimension of Perception**

According to Chalhoun and Acocella as cited in Wulandari (2014), perception has three dimensions. They are as follow:

#### **1. Knowledge**

Knowledge is something that is known or assumed to be known which is about others' physical, behavior, past (past experience), feelings, motives.

#### **2. Expectation**

Expectation is belief about what might happen in the future is going to be and what to do. So, besides having the expectations, the people should have efforts to reach it.

#### **3. Evaluation**

Evaluation is the conclusion about someone or something based on how a person fulfill the expectation.

#### **2.1.4 Factors that Influence Perception**

There are three factors that influence perception (Irwanto 2002), they are as follow:

##### **1. Effective attention**

Not all the stimulus is captured could be the center of attention, but only interesting stimulus that will be the center of attention.

##### **2. Values and needs of a person**

Perception of an object or event every person is different depending on the values and needs of the individual.

##### **3. Previous experience**

First experience can affect a person's perception of observing a certain object.

According to Robbins and Judge (2013), there are three factors that influence perception as bellow:

##### **1. Perceiver**

When a person is looking at the target and trying to interpret what he or she sees, the interpretation is strongly influenced by the characteristics of the person which involve the attitude, personality, motives, interests, past experience, and expectations.

##### **2. Target**

The target characteristics also affect what is felt. Hard people are more likely to be noticed in groups than enough people.

Because the target does not see isolation but, the relationship between the target and the background also affects perception.

### 3. Situation

The context in which we see object or events is also important. The time at which an object or event is seen can influence attention, like location, light, heat, or any number of situational factors. For instance, at a night club on Saturday night, you might not notice a young guest wearing a sexy dress, but the same person attired for your Monday morning in management class would certainly catch your attention and your classmates. Neither the perceiver or the target has changed between Saturday night and Monday morning, but the situation is different.

So, it can be concluded that perception is influenced by several factors. These factors can emerge from the outside or within the individual itself. Thus, every person has a different perception about particular object. Then, the powerful and interesting stimulus are the most things that are observed.

## **2.2. Business English**

In this part of Business English, the researcher wants to elaborate the definition of Business English and level of Business English.

### **2.2.1 Definition**

There some expert that have been proposed the definitions of Business English. Bieger as cited in Jiang (2015) define Business English is not only including some language knowledge, but also the skills of communication and cultural background. It means, Business English is not only focus on language grammatical points, but also focus on language functions and Business English which is used in business environment.

Feiran and Zhoubin as cited in Jiang (2015) explain that Business English is the English variant of a social function, is a branch of English for specific purpose, is English used in business occasions, and is a kind of Standard English containing variety of business activities and suiting the need of commerce. In other words, Business English is the branch of English for specific purpose which contains activities of business and commerce, is communication skill used by people in business area.

Moreover, Business English is offered by English Language Education Department in University of Muhammadiyah Malang as an elective subject that is designed to provide the students practical experience and basic knowledge of business field. By studying Business English, the students are able to know everything's related to business field, management, economics, etc. Then, they could apply the business knowledge by doing an apprenticeship in company.

### **2.2.2 Level of Business English**

As stated in the Curriculum of English Language Education Department of University of Muhammadiyah Malang, Business English is given in three levels to the students. They are as follows:

#### **1. Business English**

Business English is the first level given to all the students at fifth semester. In this level, the students learn about Business English and also understanding parts, styles, and kinds of business and social letter.

## **2. Business English I**

Business English I is the second level of Business English given to the students at sixth semester who choose Business English as their elective subject. In this level, the students study about organization and management of working place such as the structure of the company, the functions of each division and also the factors which affect performance in the company. It also discusses about the office etiquette, hospitality, and tourism (the types of hotel and everything related to hotels).

## **3. Business English II**

The last level is Business English II given to the students at seven semesters. It provides the students with practical experience of management and communication by doing an apprenticeship. In this activity, the students are able to know the real situation in fieldwork, and apply their knowledge in real situation.